



MEMO TO: Non Foods Managers & Customer Service Managers

DATE: June 22, 1995


SUBJECT: CIGARETTE SIGNAGE

FILE COPY

It has been brought to our attention that several stores are confused about our sign policy in regards to cigarettes, therefore, many signs are needlessly being removed and customers are not aware of any specials we may be running and we are potentially missing out on sales. Please be advised that the following rules apply:

1. *R.J. Reynolds Tobacco Co. has with the approval of Hannaford Bros. Co., the right to place signage on our fixtures. Their signage is not restricted to the canopies. Failure to allow R.J. Reynolds representatives the right to place signage on fixtures is in direct violation of our contract with them and will result in loss of shelf payment to your store each month by R.J. Reynolds.*
2. *All other vendors can convey their pricing only on items in our promotional section by requesting and using 3x5 Shop 'n Save sign stock.*

If you have any questions or concerns, please feel free to give me a call. Thank you for your anticipated cooperation.

  
LEANNE DUCA  
Re-Order Buyer

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